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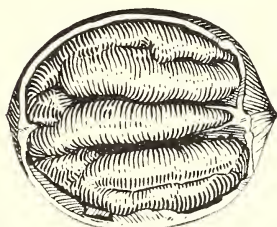
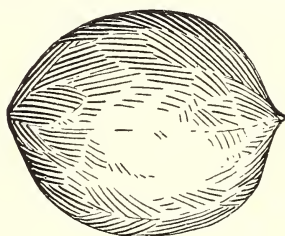
HOW TO MAKE PECANS PAY



HOW TO MAKE PECANS PAY

*will be of interest to YOU, be-
cause it tells how you can, by
devoting but a small amount of
capital, labor and land, soon*

ACQUIRE AN INDEPEN-
DENT INCOME FOR
LIFE.

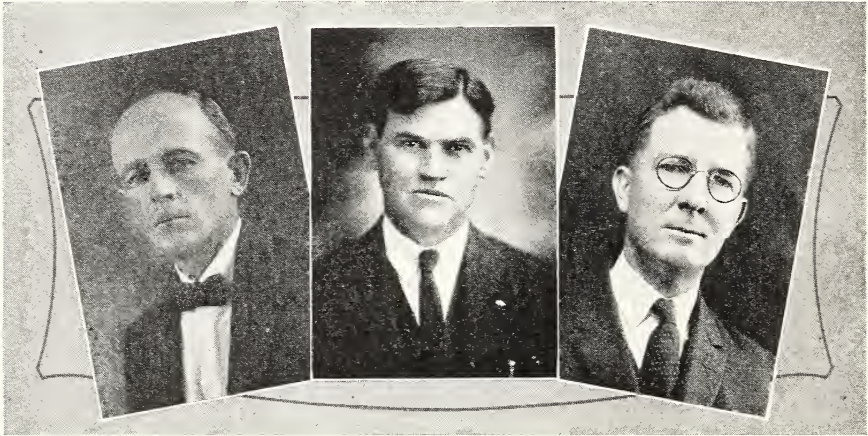


TEXAS PECAN NURSERY

INCORPORATED

TYLER, (SMITH COUNTY) TEXAS

The Men Behind This Message To You



1

2

3

1 A. F. WATKINS, *Production Manager*. Mr. Watkins, a prominent horticulturist, has had 25 years practical experience in this line of work. In active charge of productive activities in the nurseries, it is his aim to take every precaution toward fulfilling the aim of this nursery in supplying the best Pecan Trees grown.

2 R. W. FAIR, *President*. Mr. Fair, the founder of the Texas Pecan Nursery, Inc., has for seventeen years been actively in charge of the great improvements made by this Company in developing Paper Shell Pecans. It is through his untiring efforts that the public can today secure pecan trees adaptable to conditions in the Southwest—trees that, due to the excellent root system and hearty nature, can be grown successfully by any one.

3 W. V. HENSON, *Vice President*. Seven years ago, Mr. Henson, formerly one of the officers of the First State Bank at Henderson, Texas, and later holding a like position with the State Bank at Arp, Texas, became connected with Mr. Fair as a stockholder and as an active officer. Having made a successful record as a progressive, conservative business man, and for many years a pecan enthusiast, Mr. Henson has, since the time of his connection with the Texas Pecan Nursery, greatly contributed to the up-building of the institution's present reputation for fair dealing and helpful service.

Why You Can Make Money from Pecans

SEVENTEEN years ago a young Texan, then in the mercantile business, began taking an inventory of his business and its normal possibilities for netting him a satisfactory profit. The more study he gave it the greater became his conviction that his chances for success were small. This man, R. W. Fair, did just what YOU are doing now—he started looking about him for a practical means of increasing his profits. Until that time he had never been especially interested in agriculture, but through the experiments then being made by a nurseryman of his acquaintance he became interested in paper shell pecans. He secured all the available literature on the subject and studied pecans and their possibilities. After a study of what others had done, and the unusual opportunity still ahead he saw that here indeed existed a chance for which any man should be thankful. Mr. Fair needed no other encouragement. He bought all the trees then belonging to the nurseryman referred to—not more than one-half acre—and at once set about at the job of making money from paper shell pecans.

That was the beginning of what today is the Texas Pecan Nursery, Inc., one of the largest exclusive pecan nurseries in the world. One of Mr. Fair's first discoveries was that the pecan trees then available were greatly hampered because of an inadequate root system. Accordingly he gave this phase of the industry his constant study. He made experiment after experiment. The trees at that time would not grow off satisfactorily for the same reason that many today do not. They had practically no lateral roots. Mr. Fair worked on the correct theory that if a tree could be developed with the proper root system it would not only live but would grow off faster and bear quicker. Little by little he

saw good results from his efforts to produce better trees—trees that did not have to have the most desirable conditions in order to thrive, because with the heavy lateral root system that he was now producing, and having propagated his trees in Smith County, Texas, more than two hundred miles from the Gulf Coast, the trees were hardier, grew much faster, produced nuts quicker, and a very large percent lived when replanted.

In fact, in his efforts to produce paper shell pecan trees that would yield him the greatest return, Mr. Fair overcame the big obstacle confronting the pecan industry in Texas, for by propagating his trees in Smith County, Texas, the very heart of the seedling pecan territory of the United States, he made it much easier to transplant fine paper shell pecan trees and get a good percent of them to live and grow, putting within the reach of many thousands of farmers a means of securing big profits from pecans. Now, after seventeen years of untiring effort on the part of the Texas Pecan Nursery, Inc., YOU can get trees acclimated to your own farm—trees guaranteed to have the best root system in the world. Any thinking man knows the value of a proper root system. It is the very foundation on which the life of the tree depends. The better the root system, the surer the growth of the plant. For this reason we want to call your attention particularly to the roots on trees sold by us. This is your assurance that you can take our trees and make them pay you a profit.

The following pages give, in detail, the facts behind our trees, and why you can, with a very few trees, secure an independent cash income for the rest of your life. In these pages you will learn that it does not now take specialized knowledge or ability to make a success of pecans, but that any land owner can, with trees purchased from us, grow a fine, bearing grove of paper shell pecan trees in a surprisingly short time. Is it not worth your while to read every word of this message telling how you can make pecans grow profit for you and your family?

Read This Endorsement of Our Methods

The Citizens National Bank

CAPITAL, SURPLUS AND PROFITS OVER \$700,000.00

GUS F. TAYLOR
PRESIDENT

Tyler, Texas,

July 22nd, 1927.

TO WHOM IT MAY CONCERN:

The writer has been well acquainted with the managing officers of The Texas Pecan Nursery for a number of years, and has had considerable business dealings with them during the last three or four years; and I have found them reliable and dependable in all their business affairs with me.

I have never heard of complaint from any source that they did not fully and fairly carry out all their contracts, and hence I believe them to be reliable and dependable.

Respectfully,

Gus F. Taylor
President.

Other References

R. G. DUN & Co.

PEOPLES NATIONAL BANK
Tyler, Texas

TYLER STATE BANK & TRUST
COMPANY
Tyler, Texas

CHAMBER OF COMMERCE
Tyler, Texas

CREDIT MERCHANTS ASSN.
Tyler, Texas

ANY BUSINESS MAN
Tyler, Texas



THE HOME OF TEXAS PECAN NURSERY, INC., TYLER, TEXAS

The Growing Importance of Pecans In the World's Food Supply

THE first consideration in the affairs of mankind—the first need that must be met—is its food supply. Civilization has had many setbacks because of the lack of food supply. The rapid population increase indicates that the available source of food must be greatly increased also if we are not to again suffer a serious shortage of food.

Texas alone is spending many thousands of dollars annually for nuts and nut products that can easily be produced at home. Within a few years the production of pecans—Texas' native tree—could be multiplied twenty times without interfering with its other agricultural production.

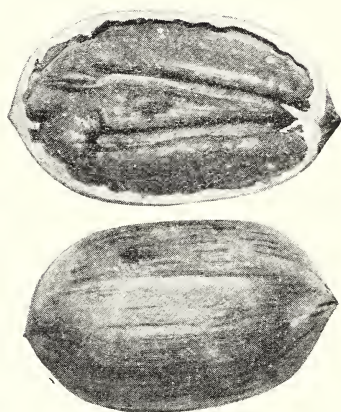
Each year the domestic and foreign demand for paper shell pecans increases, and since it is up to a small portion of the United States to supply the demand, it is apparent that with the public just now waking up to high food value and deliciousness of pecans a real opportunity exists for landowners in the Southwest who will set aside a few acres now and cash in on this ever-increasing demand.

How To Make Pecans Pay

The A. B. C. of Profits from Paper Shell Pecans

MANY PEOPLE still think that specialized knowledge and skill is required to grow paper shell pecans successfully—that the average farmer cannot make pecans pay, or that a life time is necessary to produce bearing trees. As a proof of what can now be done with pecan trees grown by the Texas Pecan Nursery, Inc., we have included a few of the many letters constantly being received from people who have bought trees from us—letters that show without doubt that pecan culture has now been established upon the same safe plane as growing cotton or any other crop.

In the pages of this book you will find, in plain, straightforward terms, how YOU can take advantage of these truths in making your land yield a much bigger Dollar and Cents income. The Texas Pecan Nursery, Inc., has developed a root system on pecan trees far superior to that to be found anywhere else. This now famous root system developed by us has put pecan growing upon a new, sure-profit basis. It has made pecan profits possible for the average farmer, because with the start given young trees by this excellent root system, you should get a quicker growing and a quicker bearing tree. Furthermore, by having acclimated our trees to conditions in Smith County, Texas, away from the wetter natured soils of the Gulf Coast region, they thrive in most parts of Texas, Oklahoma, Arkansas and Louisiana, whereas trees shipped into this territory from the coast country are greatly handicapped. In fact, our trees are not only thriving in all of the Southern States, but also as far North as Chicago and have been shipped to the following foreign countries: China, Japan, Africa, Brazil, Mexico and Argentina.



What Others Have Done, You Can Do

LET'S take a typical illustration of what others are doing with trees purchased from us as a means of determining what YOU can do under the same conditions. We have in mind a case recently called to our attention by a farmer who purchased trees from us six years ago. This man owned a farm valued at about \$100 per acre. He bought seventy-five trees from us and set five acres—15 trees to the acre. The trees cost him approximately \$60. All of the trees except six lived. This is a little better than a 90 per cent live. The trees were planted in December. The following year he planted and cultivated a cotton crop in his five-acre grove. He made a normal yield of cotton on this five acres, at the same time giving the grove needed cultivation. The following winter he replanted the six trees that did not live, five of which lived. The following year he raised a good crop of corn on this five acres, and the third year another crop of cotton. (You can continue to grow crops between your pecan trees for 20 to 25 years, enabling you to keep your land producing while your grove is maturing. This also gives the ground the needed cultivation for the best growth of your grove).



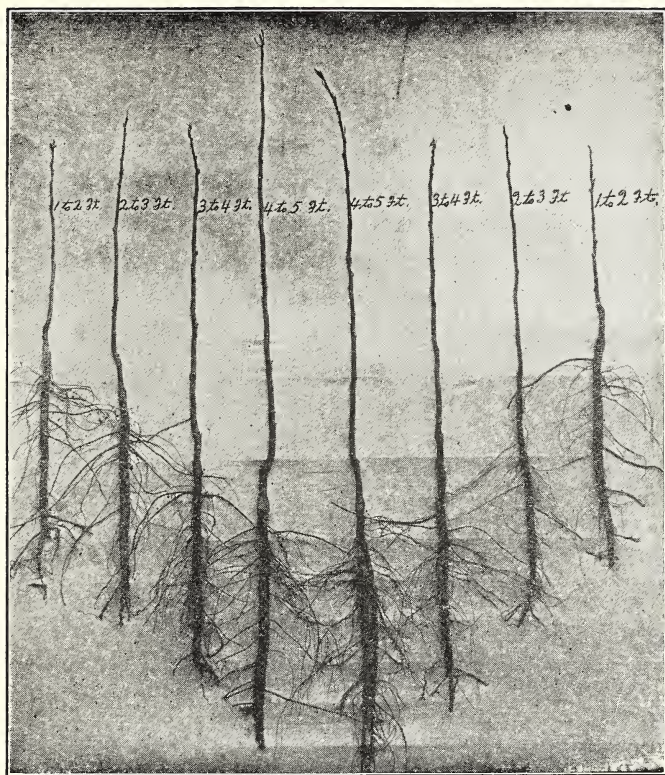
The Root System
We Grow

The Kind of Roots
Usually Grown

Is not this an ideal situation? Do you know of any other manner in which you can duplicate the opportunity afforded by this kind of combination?

But to continue with the story: The third year this man gathered better than one pound each of fine, fully developed nuts from the 74 trees in his orchard. The fourth year he gathered more than twice this amount, and the sixth year he made a nice little crop which brought him better than 40c per pound.

Each year this grove will



continue to increase in its yield. In a few more years this man will not need to worry about his cash income, for this small grove of paper shell pecan trees should annually produce him enough cash to insure him a good living. The beautiful part about this man's investment of only \$60, is that the income from this grove will continue to increase during the next fifty, seventy-five or one hundred years. In fact, it is known that pecan trees two hundred years old are producing heavier crops than at any time in the past. Think what this means to any man who will put out a few trees now. Think what it would mean to you if you could make an investment of only a few dollars that would continue to pay you this big dividend. Where else could this man have made an investment of \$60 that would have, at the end of a few years, been paying him such an income every year? You believe in Life Insurance as an income protection. Take your pencil and figure your investment, compared to what this man is doing on his \$60 investment. When you buy our pecan trees you make but one small payment. Thereafter nature does her wonders in growing for you an income protection that cannot be taken away—a cash income that grows, year after year for the rest of your life. And, even after that, the trees continue to increase in their yearly cash dividend.



Here's a Typical Case of the Profits Being Made from Paper Shell Pecans

Ten years ago we sold 450 trees to Mr. J. W. St. Clair at Sulphur Bluff, Texas. The following letter was received from Mr. St. Clair a short time ago:

MR. R. W. FAIR, Tyler, Texas.

I received your letter asking about how many nuts I made this year (1926). I gathered 2700 pounds, or about 6 pounds per tree. I sold them at from \$0.30 to \$0.50 per pound. I had some trees that made thirty pounds. A man in Colorado wants to buy my orchard. I have asked him \$25,000.00, and don't think that is any more than it is worth, for if I had \$25,000.00 in Liberty Bonds it would only make me \$1062.50 per year, and the orchard made NET \$800.00 this year, and it is just coming in now.

(Signed) J. W. ST. CLAIR.

What is your opinion? Do you feel that Mr. St. Clair made a profitable investment? His income from pecans, on a \$400 investment will soon be running into thousands and thousands of dollars if he does not cash out for \$25,000, whereas he would only be getting a little better than \$1,000 yearly by having invested \$25,000 in Liberty Bonds. Elsewhere in this book you will find many similar instances of big profits—so, is it not reasonable that YOU can do what others are doing?

Get This Comparison

IN the preceding pages an explanation has already been given as to why pecan trees shipped in from the gulf coast country will not do so well in this territory as trees acclimated to conditions in the Southwest. As before stated, any one can understand that pecan trees with the wonderful root system our trees have, and being acclimated to conditions right here in the Southwest, will normally do much better than trees grown outside this territory and shipped in.

The letter on the following page is given, however, as an illustration of the actual experience of those who have tested for



These three little trees were dug in our nursery early in June, and were only 14 months old at that time. Look what a splendid root system they have now, and then imagine how this root system will have developed by the time the trees are three years old, or when they are ready for sale. Notice the hoe hanging on the wall which shows the comparative height of the tree. The largest one is between 5 and 6 feet, root and all.

Read How Our Trees Have Out-grown Mississippi Trees

Marksville, La.,
June 23, 1927.

TEXAS PECAN NURSERY, INC.,
Tyler, Texas.

The sixty trees I bought from you last year were planted according to your instructions, and although the land is very poor prairie land, so far all are living, strong and healthy and making fair growth, although we have been suffering with a drought for the past eight weeks.

Two years ago last winter I purchased two trees from our County Agent, which came from you. These trees were three to four feet. A year later I purchased two eight-foot trees from Mississippi. All four trees are planted in my back yard, where I keep about 200 chickens. Your trees have outgrown the eight foot trees purchased from Mississippi. This is hard to believe but the trees are there and can be seen by anyone who cares to.

Mr. L. S. Havard of this town purchased 350 trees from Mississippi and planted about the same time that I planted the 60 trees I got from you. His land was much larger than mine, but still I noticed that many of his trees did not bud at all.

(Signed) C. L. DUPUY.

themselves the superior merits of our trees for this section. This letter, written on June 23, 1927, is but one of the many similar ones received during the past twelve months.

The foregoing unsolicited statement from Mr. Dupuy as to the result of the success of our trees compared to trees purchased from other nurseries is of importance to every man who would like to increase his profits through pecan culture, for it is practically the exact conditions we have found in EVERY case where the same experiment has been made. Our trees have every advantage over those shipped into this section. They live better, grow off faster, bear quicker and heavier, thus making quicker money and more money for those who plant them. Furthermore the nine varieties grown by us are the very best, out of the one hundred or more available, that do best in this section. Elsewhere in this book each of these nine varieties is described in detail. Through many years of experience, not only with us but with many others, these varieties have proven to be the best for home as well as commercial purposes. So it is with these particular varieties we have given our efforts, but will add other varieties to our list when they have been proven beyond any question to be good for our customers' use.



The above is a six-year old Burkett Pecan Tree that's growing in one of our groves. It has been bearing since 2 years old and this year it will likely produce 10 pounds. At this time it is about twenty-five feet high and has a spread of twenty-five feet. No special care has been given this tree. A 100-acre pecan grove with trees like this one should easily have a value of from \$400.00 to \$600.00 per acre, or the 100 acres should have a value of \$40,000.00 to \$60,000.00, and as most people know the grove would be just starting. A pecan grove will be a growing proposition for 100 years or more. Peas are being grown in this grove to build up the soil, as the land has been in cultivation for 75 years or more.

Plant More Than One Variety

Whether you think of planting five trees or five acres, be sure that you plant two or more varieties, thereby insuring against the loss of a crop in case weather conditions are unfavorable. Different varieties blooming at slightly different times safeguard your crop by giving better pollination. If you are going to plant a grove of one acre or more, our recommendation is that you order two to four varieties that are best suited to your section.

Is an Overproduction of Pecans Likely?

THE question of overproduction has sometimes been raised by those who have not given a study to pecan culture. They hold the belief that in future years an overproduction will cause a drop in market prices if farmers continue to put out groves.

As a means of determining the facts in this respect we will take Texas, the state where the pecan is the State tree, and analyze conditions. It is a known fact that paper shell pecans bring a much better price on the market than native pecans. When native nuts are retailing for \$0.15, \$0.20 and \$0.25 per pound, paper shell nuts are bringing from \$0.49 to \$0.70 cents. A few years ago growers of paper shell pecans in Texas had to seek a market for their crops, whereas today buyers from all parts of the United States and from foreign countries come to Texas *seeking* nuts. The public is just now waking up to the food value of pecans, and each year witnesses a great increase in demand.

There are now approximately 75,000,000 native pecan trees in Texas. Not only would these trees fail to supply the existing and growing demand for pecans, but as the demand can be supplied with paper shell nuts the demand for native nuts will diminish. So you can see, then, that until there are at least 10,000,000 paper shell, or cultivated trees in Texas, production will not take care of the present demand.

Furthermore, since the Southern part of the United States is the only part of the globe where pecans are produced to any extent it is easy to see that it will soon be up to this part of the country to produce this favored food for the entire world. Below is given a table giving official records of the food value of different well known foods and nuts:

FOOD VALUE OF PECANS AND OTHER NUTS

Compared as furnished by the Department of Agriculture of Washington, D. C.

	Per cent Protein	Per cent Fat	Fuel Value Per cent Calories
Almond	21.4	54.4	2,895
Beechnut	21.8	49.9	2,740
Brazilnut	17.4	65.0	3,120
Butternut	27.9	61.2	3,370
Chestnut, fresh	6.4	6.0	1,140
Chestnut, dry	10.7	7.8	1,840
Cocoanut	6.6	56.2	2,805
Filbert	16.5	64.0	3,100
Hickorynut	15.4	67.4	3,345
Peanut	29.8	43.5	2,610
PECAN	12.1	70.7	3,300
Pinenut	33.9	48.2	2,710
Pistachio	22.6	54.5	3,250
Walnut	18.2	60.7	3,075
Round steak	19.8	13.6	950
Cheddar cheese	27.7	36.8	2,145
Eggs, boiled	12.4	10.7	680
Wheat flour	11.4	1.0	1,650
White bread	9.2	1.3	1,215

THE following is quoted from page 11 of the Texas Department of Agriculture Bulletin No. 81, as further evidence of the present and future demand for pecans, and the possibilities for those who will make but the small investment now necessary to get a good start. Read this statement and these figures carefully, then decide if this is not a real opportunity for you to make money.

I am frequently asked if the present demand is sufficient to justify planting the pecan and other nuts extensively. In answering such a question I will say that the following table showing the enormous tonnage of nuts imported into this country, as well as the domestic production, is sufficient evidence to prove that the people of North America are a nut consuming people, and that we will not be able to meet the domestic demand for many, many years to come.

TABLE NO. 1.

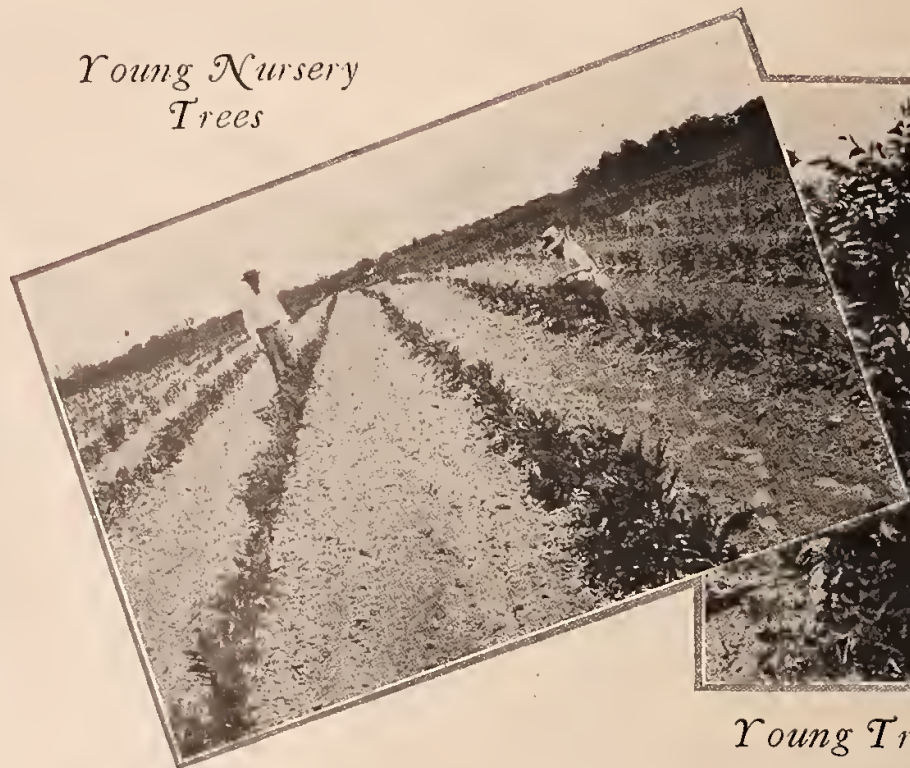
Year	Imports of Walnuts by Pounds	Imports of Almonds by Pounds	Total Value Imports	Value of Exported Nuts Other Than Peanuts
1900.....	-----	6,317,633	\$ 2,978,834.00	\$ 156,490.00
1901.....	-----	514,252	3,268,855.00	218,743.00
1902.....	-----	9,868,982	4,044,341.00	304,421.00
1903.....	12,362,567	8,142,164	4,868,388.00	299,558.00
1904.....	23,670,761	9,838,852	5,471,166.00	330,366.00
1905.....	21,864,104	11,745,081	6,158,343.00	309,195.00
1906.....	24,917,023	15,009,326	7,373,425.00	140,959.00
1907.....	32,597,592	14,233,613	9,742,883.00	103,929.00
1908.....	28,887,110	17,144,698	9,643,943.00	89,205.00
1909.....	26,157,703	11,029,421	8,664,253.00	246,284.00
1910.....	33,641,466	18,556,356	13,246,742.00	156,284.00
1911.....	33,619,439	15,522,712	14,498,413.00	328,151.00
1912.....	37,213,674	17,231,458	15,828,008.00	303,473.00
1913.....	36,662,441	15,670,958	13,979,905.00	733,585.00
1914.....	37,195,738	19,638,405	19,888,601.00	398,312.00
1915.....	33,445,838	17,111,264	16,830,932.00	377,486.00
1916.....	36,858,934	16,596,921	21,172,417.00	441,512.00
1917.....	38,725,362	5,169,926	40,738,989.00	403,870.00
1918.....	23,289,172	23,840,145	52,847,318.00	745,483.00
1919.....	31,495,977	35,490,446	57,510,164.00	67,343.00
1920.....	-----	-----	-----	-----
1921.....	-----	-----	-----	-----
TOTAL.....	502,604,899	288,672,593	\$328,755,920.00	\$6,154,649.00

SUMMARY

Total production of pecans in the United States from 1909 to 1919.....	209,097,380 lbs.
Total production of almonds and walnuts in the United States from 1909 to 1919.....	481,337,800 lbs.
Total imports of all nuts (pecans, almonds and walnuts) into the United States from 1909 to 1919.....	526,976,630 lbs.
Total consumption in the United States.....	1,217,411,810 lbs.
Total value of imports, 1909 to 1919.....	\$266,541,498
Total value of exports, 1909 to 1919.....	6,154,649
Consumption of foreign nuts.....	\$260,386,749
Consumption of domestic nuts.....	690,435,180 lbs.

From the above information is it not time that the people of Texas who own their homes should begin to think of making preparations to meet this ever increasing demand?

*Young Nursery
Trees*



*Digging
Crew*



Young Trees 5 Months After Grafting



Car Shipment



16 Year Old Grove

Read this

AMAZED AT GROWTH

I am glad to report that the trees have made a remarkable growth. Understood that I need not expect much growth the first year but was on my Arkansas farm where the trees were planted, about one month ago, and was amazed at the growth they had attained already for this season. Many of the trees are six feet high and growing vigorously. They were set in rich bottom land but even then they have exceeded my greatest expectation and have made a fine growth for the year.

Rev. W. C. Childress, Mansfield, La. 8/19/27.

AM WELL PLEASED

I am well pleased with the trees and they are living and beginning to grow. I have never seen better lateral roots on trees. They were as you represented them to be.

Dr. W. A. McDonald, Alto, Texas.

WILL ORDER MORE

The pecan trees you shipped to me last winter are just doing fine. Don't expect everybody to believe it, but one of them has about a dozen pecans on it now. When I get more room will order more trees. Want to thank you for prompt shipment. I have a good word for Texas Pecan Nursery all the time.

J. C. Henderson, Wichita Falls, Texas.
6/30/27.

LOST ONLY ONE

The 71 pecan trees I planted from you last winter, I lost only one. I think this a good record of that shipment. I am well pleased with the trees. They are all growing nice.

O. W. Schellenberg, Harwood, Texas.

GROWTH OF 2 FT. OR MORE

I am very glad to mention that the order for 28 pecan trees which I placed to you last January was bought by me for Holy Trinity Church and the trees are doing very nicely. All living and some of them have produced a growth of two feet or more.

Fred Kotzur, Fall City, Texas.

ALL GROWING NICELY

Wish to advise that the pecan trees that you shipped me last December were planted around my home and according to your instructions. All of these trees are growing nicely and I could not ask for a better percentage of growth. I am pleased in every particular.

Julian A. Weslow, Atty., Houston, Texas.

ROOT SYSTEM FINE

The bunch of trees I ordered from you reached me in fine shape. I set them as you directed and haven't lost a one. All trees have made a good growth so far. Your root system certainly is fine.

H. L. Schmidt, Valley View, Texas. 7/14/27.

ALL ARE LIVING

I am glad to inform you that all the trees bought of you are living. Think that is pretty good considering the fact that they were set the latter part of February.

W. H. Halle, Nimrod, Texas.

100% ALIVE

The pecan trees you sold me are 100% alive and doing well. This is about the first time that I ever bought anything that turned out as well, or better, than was represented. The trees had fine roots and we are well satisfied.

Geo. W. Stoy, La Mesa, N. Mex. 6/29/27.

GROWTH OF 18 INCHES

I bought 19 pecan trees from you last fall, planted them out in good shape and have 19 living trees so far and some of them have made a growth of 18 inches. Will say that I am well pleased.

Matt Reynolds, Edmond, Okla. 6/26/27.

TREES LOOKING FINE

I purchased 152 pecan trees from you, and was checking up on them a few days ago and find have only lost about 12 trees out of the entire lot. They were planted in regular orchard form. Have been double disked about every two weeks, trees looking fine and believe will now get through with them in good shape.

I. McNair, Ada, Okla. 7/31/27.

NOT ONE DIED

Out of the 200 pecan trees ordered from you this spring, will say not one single tree has as yet died.

A. E. Strough, Davenport, Okla. 6/26/27.

PRETTY GOOD RECORD

Reporting on pecan trees bought from you. I lost one tree from those set out two years ago and one from the shipment planted last December. So I think this is pretty good record. The trees have excellent care as to plowing and cultivation, as I keep a man employed for that purpose. A few of the two year trees were in bloom this season.

Bert Jackson, Oklahoma City, Okla. 6/25/27.

Evidence!

NO KICK—BUYING MORE

All living and doing fine. No kick—buying more later and from you.

Roy Edwards, Chelsea, Okla. 6/27/27.

GROWING NICELY

My trees are doing fine, every one living and growing nicely.

A. J. Snider, Camden, Ark. 7/6/27.

JUST AS REPRESENTED

All the trees I received from you last November, were in good shape, well rooted and nice trees, just as represented. I set them out the next day after receiving them. They are all growing nicely and I am cultivating and giving the best of care. Can truly say that any one desiring pecan trees will be pleased with your stock.

A. Potter, Beebe, Ark. 7/3/27.

HAVE 100% GROWING

Just wanted to tell you that of the pecan trees I bought from you last spring, I have 100 per cent growing and doing well. These trees reached me in good condition, well packed and wrapped, with an excellent root system.

George G. Boggs, Chandler, Okla. 8/23/27.

TREES GROWING WELL

My trees are living 100% to date. Had considerable delay from very small flat head grub that ate leaves and young shoots, but controlled this by use of paris green spray. Trees growing well.

John S. Offenhauser, Texarkana, Ark. 7/7/27.

EXPECTED GOOD DEAL—NOT DISAPPOINTED

After reading your literature, I expected a good deal of the trees, but will say that I was not disappointed one bit. Everything lived. (Used 125 trees 2 to 3 ft.)

Elmer D. Morris, Minden, La. 6/24/27.

SOME OF FINEST TREES IN NEIGHBORHOOD

Every tree I received from you has taken and growing rapidly. I planted them as soon as they reached me and according to directions. Please add my name to your list of satisfied customers as I have some of the finest trees in this neighborhood.

L. A. Christ, Eunice, La.

BETTER THAN EXPECTED

The 110 trees you sent me arrived in fine shape. I saw your exhibit at The Fair and knew you had fine trees and a good root system but must say that the trees you sent me were lots better than I expected.

L. C. Cox, Franklin, La. 2/16/27.

APPRECIATE INTEREST

We are pleased to tell you our trees are doing fine. Your instructions were followed with splendid success. We appreciate the interest and courtesy you have shown us.

Wm. Meaney, Corpus Christi, Texas.

LOOK LIKE 6 YEAR OLDS

Regarding the pecan trees I received from you last winter, beg to say, that every one is up and doing fine. Some of them already have made as much as 2 feet of new wood. With the good root system your trees have and proper attention, no one should lose a single one. The trees I secured from you two years ago, are judged by most people to be from six to eight years old.

Wm. Baumgartner, Refugio, Texas. 6/25/27.

SECOND SHIPMENT

The bill of trees purchased from you is the second shipment that I have set. Your trees are far ahead of the others that were set a year ago. Assuring you of my future business.

J. M. Hood, Emmet, Ark. 7/7/27.

WILL RECOMMEND

My pecan trees are doing exceedingly well. I have not lost a single one out of the 27 trees you sent me. It was late in the season when my trees were set but they have grown very rapidly. Should I see any one wanting pecan trees, I will certainly recommend your stock.

G. Milton McGregor, Lexington, Texas. 6/29/27.

DEALINGS ABOVE PAR

The trees received from you are doing remarkably well, making a fine growth. Eight years ago I planted sugar maple for shade. How I wish they were pecans so that I now could have both shade and nuts. Your trees are certainly fine stock and your dealings above par.

J. M. Jones, Sulphur Springs, Tex., 6/22/27.

DOING FINE

I have 12 pecan trees. All doing fine.

S. A. Bozell, Poe, Texas, 6/23/27.

MAKING GOOD GROWTH

Wish to advise that all five of my pecan trees are living and making very good growth.

G. C. Stephens, Sierra Blanca, Tex., 7/21/27.

Why the Root System We Have Developed Assures Success For You



Because a good lateral root system is the LIFE and MAKING of a Pecan tree, and the more lateral roots a tree has, the more feed roots it will have, and the more feed roots a tree has, the more plant food and moisture it can gather, and, of course, the more plant food and moisture a tree can get, the better it will live and grow. Don't you believe it will pay you to buy well rooted trees? Have the trees you have been buying had good roots? Did they live?

And Here's The Proof of Superior Quality



The picture to the left shows the two trees referred to in Mr. Ganner's letter below. It pays to set the best pecan trees to be had regardless of the price.

PETIT JEAN PLANTATION

Staple Cotton · Cotton Seed · Corn · Hay

JOHN H. GANNER, Mgr.

RUSSELLVILLE, ARK.

Texas Pecan Nursery, Tyler, Texas.

May 27, 1926.

Dear Sirs:

As soon as we decided to convert our large cotton plantation into a pecan orchard, our first step was to secure the very best trees that the market would afford. After much investigation over all parts of the pecan belt, your trees appealed to us because of their fine lateral root system, so we gave you the contract and used most of your trees for our planting, and as you know, set out our first batch of more than 750 trees this Spring, during February and March.

To say that we have been well pleased wouldn't begin to express it, for results always tell. We have 100% of the trees living, with not a bad tree in the bunch, which is certainly a fine record and speaks volumes for your nursery. I made a photograph showing sixty days growth on an average tree of yours which I am inclosing. I also made a picture of the best tree I could find of another lot planted in the same ground, at the same time, under the same conditions and with the same cultivation, but from another nursery. These pictures were made on the same day. I send them along that you may see for yourself what a wonderful difference there is in a 60 day growth of your average tree, and a 60 day growth of the *best* tree from the other nursery.

Your trees have already made twice the growth in 60 days that other trees made in twelve months last year. The fine lateral roots of your trees speak for themselves. You are to be congratulated in developing such a wonderful root system.

Wishing you every success.

Yours very truly,

JHG:ERG

JOHN H. GANNER, Mgr.

What Soils Are Suited to Pecan Growing?

PECAN trees will grow almost anywhere that any other kind of tree will grow. In fact, pecan trees purchased from the Texas Pecan Nursery, Inc., will come nearer growing anywhere than any other tree common to the Southwest. Practically any land that will produce good cotton and corn, as a rule, will grow pecans fine.

Until within the past few years it was believed that pecan trees would not grow successfully except on bottom land, but the experience of the last few years indicates that upland is even better for pecans than bottom land. Page 17 of the Texas Department of Agriculture Bulletin No. 81 says, "It has been observed that pecans are more prolific and regular in bearing on uplands than on low, rich bottom lands where plant food and moisture are more abundant. While the pecan is naturally a moisture-loving plant, it will not succeed on wet, soggy soils."

But whether you plant pecans on bottom or upland, plant only on well-drained soil, and never on land that has a tendency to sour. A pecan tree will grow practically anywhere that cotton will grow, and, like cotton, corn or other crops, the stronger the land the faster will be the growth of your trees. Some fine orchards are now to be found on very poor land, but fertilization is necessary for heavy nut yields.

If you should for any reason be undecided about soil you have in mind for planting trees, we shall be glad to hear from you, giving us a description of the conditions, etc. We will then write you fully as to the adaptability of your land, with any further facts you care to have. This is a regular part of our service and will cheerfully be supplied upon request. Our Bulletin No. 25, **HELPS FOR PECAN GROWERS**, will be sent upon request. This Bulletin contains rather complete information on choosing soils, planting, fertilizing, pruning, etc. With this bulletin you can care for your trees without any further aid whatsoever. A copy is always sent to our customers when their trees are shipped.

Our Guarantee

So firmly are we of the belief that you will recognize trees purchased from us as the best grown, that we are willing to make the following unqualified guarantee:

If, when you receive our trees, you are for any reason dissatisfied with a part or all of them—if you feel that they do not fully come up to your expectations—you may immediately return any that are not satisfactory and we will replace them with satisfactory trees or refund your money, without question.

If for any reason you should question our integrity or the value of our trees, we suggest that you write the A. & M. College at College Station, Texas, or consult your County Agent. We especially invite you to visit our nurseries if possible and see for yourself just how we keep busy at growing the BEST Paper Shell Pecan Trees on the market.



The above grove is owned by Theo. Bechtel of Ocean Springs, Miss. It contains 12 trees to the acre and has for three years made an average of 1200 pounds to the acre. At an average price of 50c per pound Mr. Bechtel should have received \$600 per acre. This would have been 10% on a valuation of \$6000.00 per acre. Is the statement that a pecan grove is worth \$1000.00 per acre (if cared for) correct? Mr. Bechtel is one of the leading pecan men in the South, but what HE HAS DONE YOU CAN DO IF YOU WILL TRY.

A 1000 Acre Smith County (Texas) Paper Shell Pecan Grove

*Owned by the COMBINATION ORCHARD Co.,
and Operated by E. C. BUTTERFIELD, Winona, Texas*



WHAT more could a far seeing business or thinking man want than a 5, 10, 25, 50 or 100 acre pecan grove like this? Your land will begin increasing in value the day you set your trees and will continue to increase every day and hour, while you are busy looking after other business interests, away on pleasure trips or while you are sleeping. The growth and increase in value goes on just the same for 10, 25, 50 and 100 years to come. What other investment can you make that will be so safe and increase in value as fast?

TO OWN A GROVE LIKE THIS

first secure good land, buy good sized, thrifty, well rooted trees, set them carefully and see that they are cultivated and cared for as we suggest in our book of instructions which we furnish every customer when his trees are shipped.

PECAN GROWING

offers the Best Investment, the Safest Investment, and the Longest Life Investment that you can make. If you are not already convinced, investigate for yourself.

Seventeen Reasons Why You Should Set Out a Paper Shell Pecan Grove

- 1 Pecan Growing offers the greatest return on the smallest investment of anything you can put your money in.
- 2 There is no investment that will pay you so well and at the same time be so safe for you as a Pecan Grove.
- 3 While you are sleeping or looking after other interests your Pecan Grove is increasing your wealth. Just give the trees reasonable care and they will do the rest.
- 4 The cost of a Pecan Grove is small. You should set only from 12 to 20 trees to the acre. When large quantities and small trees are used they can be set at a per-acre cost of from \$10.00 to \$40.00. This small investment can be made to grow to be worth \$1,000 per acre, if cared for, provided the right land is selected, good trees used, and proper cultivation given.

A Practical Investment

- 5 You can grow a Pecan Grove while you are growing other crops and can scarcely miss the time, land or money. Give nature a chance to help take care of you and your family.
- 6 You can grow almost any kind of crop that you have been growing, and, at the same time, be developing a Pecan Grove that should, if cared for, pay you from 10 to 25 per cent on a valuation of \$1,000 per acre. Can you beat it? Remember you can make almost as much cotton, truck crops, or anything else that you may want to grow on the land, as you would, had you not set the trees.
- 7 Pecans are the most healthful food of all the nut families; and, with our meat supply diminishing so rapidly, the Pecan will soon be one of our staple foods.
- 8 You are not forced to sell your Pecans the day, the week, nor the year you grow them; but by placing them on cold storage you can keep them fresh and good for months and months, or until the price suits you. You can ship them around the world if you like.
- 9 Pecan meats will sell for a great deal more per pound than any other nuts. Five pounds of Pecans, when shelled, are sold where there is one pound of English walnuts sold.
- 10 The United States imported from 1909 to 1919, 526,976,630 pounds of nuts, an average of over fifty million pounds per year. At 40c per pound this would be more than \$20,000,000 per year. Why not keep this money at home?

Better Than Insurance

- 11 A Pecan Grove is a much better investment than life insurance. A Pecan Grove left to your estate will provide an income that will come in regularly and which will increase from year to year.
- 12 The same money required to keep up a \$2,000, twenty-year-pay life insurance policy will buy the Pecan trees to set 80 acres. In twenty years you can cash out your policy for about \$1,400; but if the Pecan Grove be set, you would have an 80-acre Pecan Grove that would average 10 years old. This grove should at least pay you ten per cent on a valuation of \$80,000, or \$8,000 per year. Think it out and see which proposition is the better. Cut it half in two—and then cut it half in two again. WHICH IS BETTER?

A Benefit to Your Family

- 13 A Pecan Grove should live (if given reasonable care) to be 100 to 300 years old, and it will not only benefit you, but it will benefit unborn generations.

- 14 Pecans can be grown almost anywhere in the South. You owe it to yourself, your wife and to your children, to set at least enough Pecan trees around your home that you may have all the large Paper Shell Pecans you need for home use, if no more. A few trees around your home will, in many cases, go a long way toward paying the grocery bill.

A Benefit to Your State

- 15 Pecans make the prettiest shade trees that are grown on earth; and at the same time are producing a very valuable crop of nuts in addition.
- 16 Our State Legislature has made the Pecan tree our "State Tree," and has asked all who will to set Pecan trees in preference to any others.
- 17 A well located Pecan Grove is much more valuable where cared for than an English walnut grove in California. But you cannot buy a well cared for walnut grove for less than \$700 per acre at 10 years of age; and, in many cases they will bring \$1,000 to \$2,000 per acre.

Twenty-two Reasons Why You Should Set Our Pecan Trees

- 1 BECAUSE we have learned how to grow the best rooted and best developed Paper Shell Pecan trees grown in the world.
- 2 We select the best soil that can be found, in order to make our trees develop a good lateral root system, which makes them live and grow.
- 3 We use the best seed nuts for planting purposes, in order that good, thrifty seedlings may be produced to bud and graft on.
- 4 We give our trees good, careful cultivation and use enough fertilizer to make good, thrifty, healthy trees; and then bud only the best.
- 5 A good lateral root system is the LIFE and MAKING of a Pecan tree, and the more lateral roots a tree has, the more feed roots it will have, and the more feed roots a tree has, the more plant food and moisture it can gather, and, of course, the more plant food and moisture a tree can get, the better it will live and grow. Don't you believe it will pay you to buy well rooted trees? Have the trees you have been buying had good roots? Did they live?
- 6 We guarantee our Pecan trees to have the best Lateral Root System that is grown.
- 7 All our trees are dug fresh from the nursery and shipped the same day. Each tree is dug separately in order to preserve its excellent root system.
- 8 90 to 100 per cent of our well rooted, carefully handled Pecan Trees will live and grow if given reasonable care.
- 9 Our trees can reach almost any point in from 24 to 48 hours, and, with our careful handling and packing, will reach you moist and in first-class shape.
- 10 We are growing the LARGEST STOCK of Pecan nursery trees that is grown in the world today. We can fill your order, no matter how large, if it is placed with us in time.
- 11 We grow all the leading varieties that are best adapted to the states west of the Mississippi river. A special study has been made by us as to where certain varieties will do best, and when you buy from us you get this information.

- 12 Our Nursery is thoroughly reliable and we will be glad to furnish reference, both as to our moral and financial standing. You take no risk in doing business with us.
- 13 We sell direct to you and save you the middleman's profit. When your trees come direct from us you know just where they were grown and whom to consult about them in the future.
- 14 In every case you will get trees that have been grown by us and not trees that have been grown a THOUSAND MILES AWAY and that are wholly unacclimated to the states west of the Mississippi river. 80 per cent of the Eastern and Coast grown trees have a poor lateral root system, and as the root system is the foundation and making of a tree, why shouldn't any thinking man buy well rooted trees?
- 15 90 per cent of the trees sold by general nurseries and their agents are bought from the Eastern and Coast country. In the first place they haven't the roots as stated above, and then too, they have to be dug, packed and shipped a long distance which requires enough time to dry them out badly. They reach the nurseryman and are "heeled-out," later made up with other orders and shipped to the agent to be delivered. After a few days the agent delivers them, and then the buyer usually lays them around a few hours or days, consequently a large per cent of the trees are practically dead before they are ever set out. Our trees are well rooted, dug fresh, packed well and can reach you in a few hours.
- 16 Special care is given in handling our trees in order to keep them moist from the time they are dug until they are packed and delivered to our customers.
- 17 Our Pecan Trees are grown in the heart of the seedling area of the Southwest, where they have been toughened by the Hot Weather, Cold Weather, Dry Weather, and Wet Weather that Texas is noted for having. For this reason our trees will give the people of the Southwest the best results.
- 18 All of our trees are budded from large bearing trees, which insures early bearing.
- 19 We grow hundreds of thousands of seedling trees, so we bud and graft only the best. The smaller trees and "runts" are cut out and burned. We burn more trees than most Pecan nurseries grow. IT'S A FACT.
- 20 We make a special effort to satisfy every customer. Satisfied customers have helped us build the largest Pecan Nursery Business in the World today.
- 21 The Express rate from our nursery in either local or car-lot shipments will be much less than on trees grown east of the Mississippi river. Cheaper express means quicker deliveries. Quicker deliveries means getting your trees in better condition. Don't forget this.
- 22 We absolutely guarantee every Pecan tree we sell to be high-grade, first-class stock in every way, and to have the best lateral root system grown in the world. If our trees are not as represented, you may return them and your money will be cheerfully refunded.

Surely the foregoing facts are sufficient to interest you in starting a pecan orchard of *Texas Pecan Nursery* trees. A small amount of money invested in this way will soon grow into an independent fortune . . . and the sooner you plant your trees, the quicker will be the returns. On the following pages are facts and illustrations concerning the different varieties. Then there is an order blank and prices making it easy for you to get your start. Whether you own many acres or plan to plant a few trees on a city lot . . . *order them NOW.*

It will be a rare pleasure to watch these hardy trees, rapidly growing into money for you.

Eastern Varieties



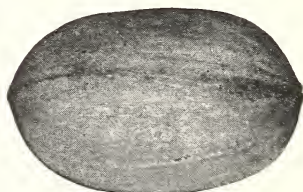
STUART

The Stuart comes nearer being suited to all sections of the country and all soils than any other variety. A large nut, fills well, medium to heavy bearer. A hardy, fast growing tree. One of the earliest ripening of all large standard pecans. 48 per cent meat.



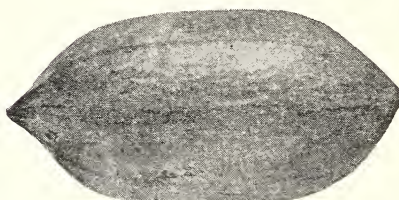
SUCCESS

A large and strictly first-class Pecan. Strong growing tree, early bearer, thin shell, cracks well, and the meats can be taken out in halves. Ripens almost ten days later than the Stuart, and is gaining prominence fast. 57 per cent meat.



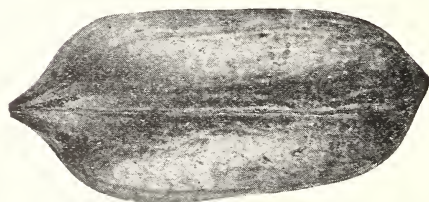
MONEY MAKER

Originated in Madison Parish, La. Widely disseminated. Size, medium; kernel, fairly plump; quality, fair; flavor, sweet. Very prolific. Especially suited to planting in the northern range of the area adapted to Southern varieties.



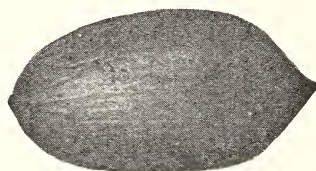
DELMAS

A very vigorous growing tree and heavy bearer, with splendid foliage, large nuts. 40 to 50 will make a pound. 55 per cent meat.



SCHLEY

This is an ideal Pecan. Large size, very thin shell, fills and shells out well; fine flavor. Rapid growing tree. Beautiful foliage, and the nuts sell for 10c to 20c more per pound than other varieties, but not quite so prolific as some of the other varieties. 60 per cent meat.

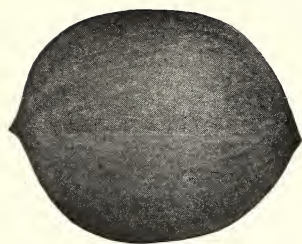


MOORE

A very fast growing tree. Medium size nuts, thin shells, good flavor, very productive, and one of the earliest to mature. About 56 per cent meat.

Western Varieties

SEE SPECIAL PRICES

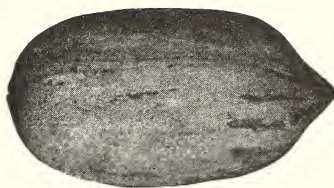
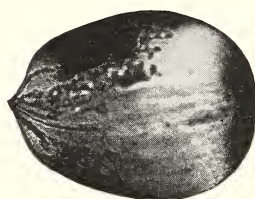


BURKETT

Originated by J. H. Burkett at Clyde, Texas; one of the best varieties for West Texas. People in that section are setting more of the Burkett than of any other variety. Medium size, fills well, good flavor and prolific. 60 per cent meat.

Young trees inclined to be crooked, but get straighter as the trees grow older. Very early and prolific bearer. Medium size nuts, very thin shell, excellent flavor. A good tree for black, waxy land. Should not be set in Mississippi, Louisiana, East Texas and East Oklahoma. 57 per cent meat.

HALBERT



TEXAS PROLIFIC

This variety is a large size nut, shell of medium thickness, with kernel plump, rich and sweet. It is a heavy producer, and we believe should be planted extensively in West Texas. It is showing up well on a small scale in East Texas. The Texas Prolific will not disappoint you.

There Is a Great Difference In Good Trees and Sorry Trees

OUR trees may cost you more, a FEW CENTS more, than some trees that are on the market today, but "What a WHALE of a difference these few cents make."

There is all the difference between an ordinary tree and a good, thrifty, well rooted one, and we know without a doubt that it will be to your interest to thoroughly acquaint yourself with our trees before placing your order. If you are in doubt, try a small order of our trees along with the average pecan trees that are on the market today, and see if you do not discover, as many growers have, what a difference there is between the average rooted tree and ours. In other words, "What a WHALE of a difference a few cents make." As a proof of this statement, see herein what our customers say. You cannot afford to take chances on a doubtful tree when making an investment where the trees will govern the results for years to come, and especially so when you get a reliable tree from a reliable nursery for about the same money or less. Remember that you are making an investment for a hundred years or more to come.

This CATALOGUE *is* OUR SALESMAN

MAIL YOUR ORDER
NOW!

WE have no agents. We deal direct with our customers, thereby saving you money, and giving you exactly what you expect to receive in return for your money.

When ordering from this catalogue you may feel perfectly assured that you will get good, well rooted trees, freshly dug, well packed and that the trees will be delivered to you in first class condition. We grow every tree we sell. This is for your protection—that we may know the trees we send you will live and thrive if given reasonable care.

You will be especially pleased with the nice, stocky trees received from us. With the exception of the Halbert, Texas Prolific and San Saba varieties (these make a willowy growth and it is practically impossible to grow them straight) you can expect to receive the smoothest bunch of trees available from any source.

TEXAS PECAN NURSERY, Inc.
TYLER, (Smith County) TEXAS

PRICE LIST

F. O. B. TYLER, TEXAS

On Stuart, Success, Schley, Delmas,
Money Maker and Moore Varieties

TREES	Lots of 1 to 24 each	Lots of 25 to 99 each	Lots of 100 to 499 each	Lots of 500 and up each
1 to 2 feet.....	\$.80	\$.70	\$.60	
2 to 3 feet.....	.90	.80	.75	
3 to 4 feet.....	1.00	.90	.85	
4 to 5 feet.....	1.25	1.15	1.10	
5 to 6 feet.....	1.75	1.50	1.40	
6 to 7 feet.....	2.50	2.00	1.90	
7 to 8 feet.....	3.00	2.75	2.50	
8 to 9 feet.....	4.00	3.50	3.25	
9 to 10 feet.....	5.00	4.00	3.50	

Write for prices
and state varieties
and size trees
wanted.

On Burkett, Halbert and Texas Prolific

TREES	Lots of 1 to 99 each	Lots of 100 to 199 each	Lots of 200 up each
2 to 3 feet.....	\$1.25	\$1.15	Ask
3 to 4 feet.....	1.65	1.55	for
4 to 5 feet.....	2.00	1.90	Prices
5 to 6 feet.....	2.50	2.40	

No extra charge for packing and burlapping shipments to points in U. S. A.
Extra charges for boxing and foreign shipments.

Terms and Facts About Shipments

CASH MUST ACCOMPANY all orders for immediate shipment. Send check or money order. If C. O. D. shipments are wanted, send 25 per cent with your order and we will ship the balance C. O. D.

WE DO NOT REQUIRE a deposit on orders for less than 500 trees, if booked before November 1st, but on that date, require a payment of 25 per cent and balance when trees are to be shipped, or balance sent C. O. D. if preferred.

BY DOING A STRICTLY CASH BUSINESS, we save losses on collections and the expense of bookkeeping, and this enables us to make the LOW PRICE we do on our HIGH GRADE WELL-ROOTED trees.

NO SHIPMENTS can be made by Parcel Post, as our trees with the roots are too long to be accepted when properly packed.

ALL LOCAL SHIPMENTS are made by Express, as we do not consider it safe to ship by local freight.

CAR LOAD SHIPMENTS can be made by fast freight in A. R. T. cars. These can be closed, which will prevent freezing.

WEATHER CONDITIONS—Shipments will be made on or as near the date requested as conditions will permit.

ALL TREES ARE DUG FRESH from the nursery and shipped to you immediately. They should reach you in from 24 to 48 hours after being dug and packed.

TEXAS PECAN NURSERY, INC., Tyler, Texas

ORDER BLANK

Name.....
(Write Plainly)

Date Ordered

Street..... R. F. D.

192

Post Office.....

Date to Ship

County..... State.....

My Express Office is.....

192

← **IMPORTANT**—In order to prevent delay we will ask permission to substitute in varieties or sizes; but should this not be agreeable, write "Do Not Substitute" here.....
If you do not know which varieties are best suited to your locality, let us make your selection and you will get the best.

← **GUARANTEE**—We absolutely Guarantee Every Pecan Tree that we sell to be high-grade, first-class stock in every way, and to have the best lateral root system in the world. If our trees are not as represented, you may return them and your money will be cheerfully refunded. We use every precaution possible to prevent errors, but we realize that the best of men sometimes make them, and while we guarantee all trees to be true to name, we will only be responsible to the original purchaser, and then for no greater amount than the purchase price of the trees, or another tree, which will be optional with us. All bills, orders, etc., are due and payable at Tyler, Texas, and in the event it is necessary to bring legal action by either party, same shall be instituted and maintained in Smith County, Texas.

No. Trees	VARIETIES	HEIGHT	PRICE	TOTAL
	Stuart		\$	\$
	Delmas			
	Success			
	Schley			
	Money Maker			
	Moore			

SPECIAL PRICED TREES—WESTERN VARIETIES

	Burkett			
	Halbert			
	Texas Prolific			

Remittance herewith \$.....

Total \$.....

(Sign Here)

Special Invitation

PLEASE consider this a personal invitation to visit our Nursery at Tyler, Texas. We are not open on Sundays, but on any week day, we should be delighted to show you exactly how our trees are cultivated and grafted. You will see over 200,000 pecan trees ready for market. Our properties extend over 165 acres—the largest exclusive pecan nursery in the country. ¶ Within a few minutes ride from Tyler is a 16 year old grove of paper shell pecans which will give you a vivid idea of what can be done. It is a sight well worth seeing.

TEXAS PECAN NURSERY, INC.
TYLER, TEXAS



U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Horticulture

GOVERNMENT PRINTING OFFICE

J32437

U. S. P.



TEXAS PECAN NURSERY
[INCORPORATED]
TYLER, TEXAS